



FOR IMMEDIATE RELEASE
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METROPOLITAN SEWER DISTRICT
OF GREATER CINCINNATI

Hamilton County - Managed
by the City of Cincinnati

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Sewer-Related Basement Backups Drop by Nearly 75 Percent

Backup Prevention Program Well-Received By Customers

CINCINNATI, March 15, 2006 – The Metropolitan Sewer District (MSD) today reported a 72 percent drop in confirmed sewer-related basement backups associated with recent rainstorms, as compared to those that occurred during similar storm events back in January 2004.

"The storms we had this past weekend compared very closely with the storms we had in January 2004, when our Water-In-Basement Response Program was first launched. In fact, we received even more rain this week than we did then," said MSD Director Bob Campbell, P.E., DEE. "The dramatic drop in backups clearly demonstrates that the program is a tremendous success."

The chart below compares the distribution of calls received reporting basement backups, or Water-In-Basement occurrences (WIBs), during and immediately following the January 2004 and March 2006 storm events:

<u>Date</u>	<u>Total Calls Received</u>	<u>Total Backups Confirmed</u>	<u>Rainfall Range</u>
January 2-7, 2004	594	144	2.8" - 3.7"
March 10-14, 2006	224	40	2.9" - 4.9"
Percent Decrease (between January 2004 and March 2006)	63%	72%	

MSD had 16 crews on the street this past weekend responding to basement backup calls, and crews were on site within four hours of receiving a call to investigate the problem. In cases where backups were caused by problems with the public sewer system (for instance, a clog in the mainline or capacity was exceeded), MSD crews provided customers with cleanup assistance.

Water-In-Basement Prevention Program

Customers who experience chronic basement backup problems are referred to MSD's Water-In-Basement Prevention Program, through which MSD installs backup prevention devices at eligible properties – at no cost to property owners. To date, MSD has already installed devices at more than 380 properties. Of these, none experienced rain-related backups during the storms this past weekend.

Like the WIB Response Program, the Prevention Program has been very-well received by customers. **In a recent survey, nearly 95 percent of respondents agreed or strongly agreed that they were satisfied with the Prevention Program.** Other responses revealed that between 80 and 99 percent of respondents were satisfied with the overall process, the results achieved and the responsiveness of program representatives.

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"We are incredibly pleased with the success of the prevention program," said Campbell. "We acknowledge though that there is always room for improvement, and our team is working diligently to streamline their processes, and improve on response time and customer service. Their efforts have been exemplary."

Additional information about MSD's WIB Response and Prevention programs can be obtained by calling (513) 244-5100 or visiting www.msdbg.org/wib.

PHOTO OPPORTUNITY

MSD has made arrangements for media to obtain photos/footage of a basement backup prevention device being installed at a residential location.

If interested, please contact Laura Whitman at (513) 564-0700 or lwhitman@danpinger.com.

Every day, the Metropolitan Sewer District of Greater Cincinnati (MSD) manages the effective collection and treatment of more than 200 million gallons of wastewater and actively maintains 3,000 miles of sanitary and combined sewers that run through the 49 municipalities and townships of Hamilton County. Owned by Hamilton County and operated by the City of Cincinnati, MSD is committed to continually maintaining and improving its wastewater collection and treatment systems for the betterment of both public and environmental health.

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